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Assessment of Social Media Usage among Small Scale Cereal Crop Farmer in Benue and Nasarawa State, Nigeria

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ABSTRACT

The study assessed social media usage among small scale rural cereal crop farmers in Benue and Nasarawa States, Nigeria. The population of the study consisted of all registered cereal crop farmers in Benue and Nasarawa States. Data for the study were collected from purposively and randomly selected 251 farmers using structured questionnaire from the primary source. Data were analyzed using descriptive and inferential statistics. The results showed that 73.3% of the respondents were 21-40 years with a mean age of 35.7 years, majority (75.3%) were males. A reasonable (42.2%) proportion had cereal farm size of 1.01-2.0 ha with a mean of 2.1ha, about 43.8% had an annual cereal income of \leq ₦100,000.0 with an average income of ₦197,472.11, majority (92.8%) had off-cereal annual income of \leq ₦100,000.0 and a mean annual income of ₦225, 54.58, at least 47.8% of the respondents had non-farm annual income of \leq ₦100,000.0 with an average income of ₦155,533.07. 35.9% of the respondents had farming experience of between 6-10 years with a mean of 9.8 years. Majority (71.3%) were members of farmers' associations and 63.3% used between ₦ 5,001-₦10,000.0 with a mean of ₦4,742.63 to access social media. Results of Mann-Whitney test indicated that there was a significant difference in the use of Instagram (0.00479, $p < 0.010$ and WhatsApp (0.0017, $p < 0.005$) in their usage in Benue and Nasarawa States. It is recommended that electricity companies should provide steady supply of electricity and communication companies should provide steady internet connections at all times.

Keywords: Social media, usage, small scale, rural, crop farmers

INTRODUCTION

Communication is fundamental to every human organization and it is so vital that no human being or organization can exist without it. Knowledge is an important aspect of determining the standard of living in all human life and everywhere. Today, most technologically advanced production techniques are knowledge based and knowledge only be acquired through communication. Agricultural information had been in existence in various sources like; mass media such as radio broadcast, print media and the traditional media or folk media which includes the use of traditional dances and talking drums among others. Interpersonal methods of extension education were usually undertaken in various forms like face to face, group contact and field demonstration (Kughur *et al.*, 2014).

The ultimate aim of all the above mentioned sources of information is to disseminate agricultural information to farmers. Dissemination of agricultural information to farmer has been an issue of interest to both government and scientists alike. Mid 20th century extension communication researchers agreed that wide spread and acceptance of improved farm practices require adequate farm information which has to effectively disseminated so that farmers receive

the information, understands and regards it as a valid basis for action. For more than two decades radio and television were extensively utilized in most countries (Kughur *et al.*, 2014). The use of satellite, video and computer technologies however, were largely confined to developed countries. For example, Agriline Videotext Service in Ireland (Scall, 1989); Minitel in France (Netter, 1989) and Videotext in Finland and Demark (Westermarck, 1991) among others.

Information and Communication Technology is being use for development purpose because of their mass reach. Apart from radio and television, computers and Internet which are already being utilized for development, recent addition to the list of aids in communication is the social media (Saravanan and Bhattacharjee, 2013).

The advent of social media has enabled many countries create social media platforms through which agricultural information, market prices of agricultural commodities, farm inputs, among others are updated regularly (FAO, 2013). According to FAO (2013), social media provide farm inputs and market access services which comprise any service that provides beneficiaries, especially farmers, with access to information on pricing of agricultural produce (outputs) and on finding and connecting to agricultural extension services, suppliers, buyers or logistics providers such as storage facilities and transport companies. Other services provided by social media include simple pricing services, virtual trading floors (matching services or full commodity exchanges) and holistic trading services. Market access services also cover social media solutions that help the typically larger firms such as processors or exporters to manage their operations and the quality of their produce better called downstream administration (FAO, 2013).

METHODOLOGY

The study area is Benue and Nasarawa States. Benue State experiences tropical climate with two distinct seasons, the rainy season which last from April to October with annual mean rainfall of 1500mm and the dry season which begins in November and ends in March with temperature fluctuating between 23°C and 38°C in the year. The State is made up of several ethnic groups including Tiv, Idoma, Igede. Others are Jukun, Etulo, Abakpa, Akyeya, Hausa, Igbo and Igala among others. Most of the people are farmers, while the inhabitants of the riverside areas engage in fishing as their primary or secondary occupation.

Nassarawa State with its capital at Lafia has (13) thirteen Local Government Areas (LGAs), it has diverse ethnic groups such as Alago, Eggon, Kanuri, Gwandara, Egbira, Mada, Tiv, Bassa, Nyankpa and Gbagi among others. The state is bounded in the north by Kaduna State, in the west by Federal Capital Territory Abuja, in the south by Kogi and Benue States and in the east by Taraba and Plateau States. It has a landmass of 27,117km² of which 70% is arable land for agriculture; it lies between longitude 8.3⁰ North and Latitude 8.37⁰ North and East respectively. The state experiences two distinct seasons; dry and rainy seasons. The dry season begins from late October to March while, the wet season begins from April and ends in October. The estimated amount of annual rainfall is between 1100mm-2000mm, the temperature ranges from 15.22⁰C to 38⁰C (Agada and Igbokwe, 2014).

The population of the study comprised all registered rural cereal crops farmers in Benue and Nasarawa States. A sample size of 262 respondents (rural cereal crop farmers) was selected using stratified purposive and simple random sampling techniques, however, 251 questionnaires only were returned. The first stage involved the stratification of the states into three Agricultural Zones of North, South and West. The second stage involved purposive selection of two Local Government Areas (LGAs) from each Agricultural Zone. The third stage involved the purposive selection of two council wards from each LGA and the fourth and the final stage involved the use

of simple random sampling technique to select respondents from the council wards. Four (4) social media platforms namely Facebook, Instagram, WhatsApp and YouTube were selected based on their usage in the study area.

The Mann-Whitney U Test (also called Mann-Whitney Wilcoxon-MWW) is a non-parametric test of null hypothesis that two groups of populations are the same against an alternative hypothesis especially that a particular population tends to have larger values than the other. It was developed under the assumption of continuous responses with alternative hypothesis being that one distribution is stochastically greater than the other.

Mann-Whitney (U) Test

$$U_1 = R_1 - \frac{n_1(n_1+1)}{2}$$

or

$$U_2 = R_2 - \frac{n_2(n_2+1)}{2}$$

Where,

U = Mann-Whitney Test

R₁ = sum of ranks in sample 1 (Benue State)

R₂ = sum of ranks in sample 2 (Nasarawa State)

n₁ = sample size of sample 1 (Benue State)

n₂ = sample size of sample 2 (Nasarawa State).

RESULTS AND DISCUSSION

Results on age of the respondents indicate that majority (77.0%) of the respondents in Benue State were aged between 21-40 years, the mean age was 35. 21 years. For Nasarawa State, the highest was 41-60 years (68.0%) with a mean of 35.7 years. The results for pooled showed the highest age of between 21-40 years (73.3%) the mean age of 35.7 years. The results show that the mean age of the respondents was 35.7 years. This shows that majority (73.3%) of the respondents were between 21-40 years. This means that the respondents were in their productive age that can actively engage in farming activities and may be willing to subscribe to social media for agricultural and other information for quality life.

Age plays a significant role in the usage of social media. Young people are receptive to the use of social media and other innovations while old people are risk averse. Economically, young and active people want to be the first to get information on recent happenings as a result, they interact with their peers and others at different locations using different means of communication. Younger people make use of social media more than the aged ones.

It is, generally, found that young people have been in the frontline of creating and sharing content in the social media. Pew Research Centre (2009) reported that as the social media continues to evolve, the pattern of social media use is also changing; the popularity of blogs among adults over 30 years has increased since 2006 while blogging of teens and young adults has dropped. Instead of blogging, the younger generation and adults less than 30 years are becoming more active in their use of other social media platforms like Flickr and WhatsApp. Almost 75% of teens and young adults use social network sites (SNSs) like Facebook.

The finding contrasts with that of Pew Research Centre (2009) which, stated that those ages between 18-29 years have always been the most users of social media by a considerable margin. Today, 90% of young adults use social media, compared with 12% in 2005, a 78% point

increase. At the same time Pew Research Centre (2009) observed that there has been a 69% steadily move among those aged 30 to 49 (from 8% in 2005 to 77% today).

The results on sex of the respondents revealed that for Benue State males were 35.1% and females 64.9% (Table 1). For Nasarawa State, males were 90.3% and females 9.7%. The results on pooled showed that males were 75.3% and females 24.7%. Majority (75.3%) of the respondents were males. This reveals that males were more involved in the use of social media than females. In African culture, females were recognized as supporters to the male folks therefore, they depended on their husbands to do almost everything for them. As a result, owning a device which would facilitate access to social media may not be seen as something very necessary since their husbands have such devices.

The finding disagrees with that of Pew Research Centre (2009) which reported that today, 68% of all women used social media, compared with 62% of all men but agrees with the finding of Raacke and Bonds-Raacke (2008) who stated that males and females used social media at different rates for the purposes of communicating with other farmers and learning about farm practices.

The results on major occupation (Table 2) of the respondents for Benue State indicated that majority (54.7%) were engaged in farming. Similarly, majority (69.9%) in Nasarawa State were involved in farming. The pooled results indicated that farming (61.0%). A major proportion of the respondents (61.0%) were farmers. This is an indication that farming is the main occupation of majority in the study area in particular and Nigerians in general.

This implies that the economy of the respondents is characterized by farming activities. The dominance of farming activities in the study area is a characteristic of the Nigerian economy in which agriculture is the predominant occupation most especially among the middle income earners. However, it is not only in Nigeria that agriculture is the predominant occupation, it is a common feature with most developing countries; it is one of the major occupations that employ majority of the people. The finding is similar to that of Ajayi (2015) that most Nigerian are small scale farmers who make use of small farm plots scattered at different locations. The results validate that of Daudu *et al.* (2009) that major occupation of people in the study area are small scale farmers with farm size of 1.0 – 3.7 hectares.

Results on level of formal educational level in Table 2 indicated that for Benue State, the highest was tertiary education (56.1%) with an average of 13.32 years. For Nasarawa State, the highest was secondary education (61.2%) with an average of 12.26 years. Pooled results showed that tertiary education (45.0%), secondary education (42.2%), primary education (21.1%) while the mean was 12.87 years.

A reasonable proportion of the respondents (45.0%) attended tertiary education and the respondents spent an average of 12 years for formal education. This is an indication that most of the respondents had secondary education. This could be associated with the presence of many secondary schools within the study area and the interest people have for education. People who have attended secondary school are more likely to be aware and subscribe to at least a single platform on the social media.

Education plays important role in the use of social media. The ability to read, write and understand information that is contained in the social media is an important aspect to facilitate adoption. The ability to comprehend certain application instructions and proper use of most social media platforms require certain level of education. Furthermore, acquisition of knowledge reduces the risk of adopting a new technology and increased education is thus expected to improve social media usage and consequently adoption.

The finding agrees with that of Pew Research Centre (2015) that those who have attended at least some college are more likely than those with a less qualification to use social media, a trend that has been consistent since 2005. In that year, 4% of those with a high school diploma or less used social media, along with 8% of those who attended some college and 12% of college graduates. Similarly Pew Research Centre (2018) stated that education is also a dividing factor in the use of social media with significant gaps between those with more and less education.

Over the past decade, it has consistently been the case that those in tertiary institutions are more likely to use social media. People who have not attended any formal education may not be aware of the social media and may be hearing of it for the first time. Education is one of the vital weapons for bringing about desirable change in the behaviour of an individual.

On the basis of cereal farm size in hectare (ha) for Benue State, the highest was $\leq 1.01-2.00$ (53.4%) and the mean size in hectares cultivated was 1.63. In case of Nasarawa State, the highest was > 3.01 (35.9%) while the mean size in hectares of land cultivated stood at 2.95. The pooled results reveal that 1.01-2.0 (42.2%) and the mean was 2.20 ha. The mean landmass cultivated by a respondent was 2.20 ha. A reasonable proportion of the respondents (42.2%) had farm size of 1.01-2.0 ha, indicating that the respondents were small-scale farmers.

This implies that the respondents were small scale farmers. Small scale farmers lack the capital to invest in large scale agricultural production, they make use of mainly family labour; most of them depend on other farmers for agricultural information. Fragmentation of land among family members is a common feature among them and it is done to ensure that every member of the family owns a piece of land. Fragmentation of farmland among family members also discourages commercial agriculture. This sometimes result to arguments and quarrels within members of the same family. However, if family land is not shared among members, some members of the family may not be able to acquire or buy a piece of land.

The finding agrees with that of Mugisa-Mutetikka *et al.* (2008) that farm size affects adoption costs, risk perceptions, human capital, credit constraints, labour requirements, tenure arrangements and more. Abara and Singh (1993) also observed that with small farms, large fixed costs become a constraint to technology adoption especially if the technology requires a substantial amount of initial set-up cost, so-called lumpy technology

Results on annual income in Naira (₦) from cereal crops for Benue State showed that 54.1% earned equal or less than 100,000.0 with a mean of ₦144,929.05. For Nasarawa State 35.9% earned 300,001.0 with a mean of ₦272,970.87. Pooled results depicted that 48.8% earned equal or less than 100,000.0 and the mean is ₦197,472.11. The results revealed that (48.8%) of the respondents had annual cereal income of at least ₦100,000.0 with a mean annual income of ₦197,472.11 which is actually very meagre for a household head that has several responsibilities.

The implication is that the respondents' cereal annual income was very small. Annual income of a farmer determines to a certain extent the quantity and the quality of farm enterprise operated. Farmers with high annual income may invest in other profitable enterprises that can earn them higher profit on one hand. On the other hand those with high annual income may be able to acquire more credit/data and use it to access social media frequently to obtain information on innovations in agricultural production.

Results of non-cereal farm annual income in Naira (₦) for Benue State reveals that who earned equal or less than were ₦100,000.0 94.6% the mean was ₦22,168.92 (Table 2). The results of findings for Nasarawa State indicated that those who earned equal or less than ₦100,000.0 were 90.3% and the mean was ₦23,108.74. The pooled result showed that 92.8% earned equal or less than ₦100,000.0 and mean was ₦22,554.58. Majority of the respondents (92.8%) had non-cereal

farm annual income of at least ₦100,000.0. An average non-cereal annual farm income of ₦22,554.58 is quite small for a responsible household head. However, it can be complemented with income obtained from other sources.

Farmers with small and single source of income have income smaller compared to those with diverse sources of income. Farmers with little annual income might not be able to buy reasonable amount of credit/data to access information on the social media. The little annual income may, also, hinder them from frequent use of social media to obtain several and vital agricultural information like others with larger annual income.

The results of non-farm annual income in Naira (₦) for Benue State indicated that the highest number of respondents earned at least ₦100,000.0 (48.6%) and the mean was ₦176,241.89. The results for Nasarawa State showed that 46.5% of the respondents earned equal or less than ₦100,000.0 and the mean was ₦125,776.70. Pooled results showed those respondents who earned at least ₦100,000.0 were 47.8% and a mean of ₦155,533.07. A reasonable (47.8%) proportion of the respondents had non-farm annual income of less than ₦100,000.0. This shows that the respondents' non-farm annual income is small. The implication is that the respondents' chances of subscribing to the social media and visiting it frequently are limited by the small amount of income they earned.

Conversely, since it is not the only source of income of the respondent; when combined with income from other sources like cereal and off-cereal the income may be reasonable enough to warrant the buying of recharge card/data that can make subscription and access to social media platforms possible.

Results of farming experience indicated that for Benue State respondents with less than 5 years were 33.1%, 6-10 years For Nasarawa State 6-10 (40.8%). For pooled 6-10 years (35.9%) and a mean of 9.86 years. A small proportion of the respondents (35.9%) had farming experience of between 6-10 years while the mean was 9.86 years.

This means that the farmers were not experienced and the implication is that with such a few years of farming experience, the farmers may not be in a good position to know the agronomic practices associated with agricultural production that can ensure maximum production. Experience is an essential ingredient in farming; the more experience a farmer is the more she/he is able to handle certain agricultural practices like planting depth and time, time to apply fertilizer, time to harvesting among others that can lead to high yield.

Results on membership of association for Benue State indicate that 68.2% belonged to one association while for Nasarawa State 75.7% belonged associations. Result of pooled show that 71.3% belong to associations. Majority of the respondents (71.3%) were members of association. Membership in farmers association serves as means of interaction among members to mobilize labour, equipment and skills for agricultural production. Farmers' association also helps in mobilizing financial resources to members.

Farmers' associations serve as means of acquiring of farm inputs like herbicides, agricultural information, chemical fertilizers just to mention but a few. Farmers' association can best be described as a link to several things (inputs and information) that can help farmers to increase agricultural production and farming business.

One of the benefits of farmers' associations is that resources are pooled together and utilized by every other member of the association. Onu and Madueke (2002) had stated that associations create awareness among members of the group on innovations and farming practices among others.

Results in Table 2 depicted the cost in Naira (₦) for accessing social media in a year, for Benue State, 61.5% of the respondents spent less than ₦5,000.0 and mean was ₦4,702.70. For Nasarawa State 66.0% spent less than ₦5,000.0 and the mean was ₦4,742.63. Pooled result showed that 63.3% spent less than ₦5,000.0 and the mean was ₦4,742.63. Majority of the respondents (63.3%) spent less than ₦5,000.0 to access social media in a year. The mean cost of accessing social media in the year was ₦4,742.63. This implies that the respondents spent a meagre sum of money (₦4,742.63) in accessing information on the social media in a year.

The respondents spent a meagre sum of ₦4,742.63 for accessing social media in a year. The implication is that social media may not be the only source of agricultural information for the farmers; farmers may as well make use of other sources of information like the (traditional media) radio and television. The farmers may also use the print media like newspaper, magazine, pamphlet and poster among others to source for agricultural information to increase productivity. In contrast, if only the social media is used for accessing information this may not provide them with adequate information for maximum production and may not be able to access agricultural frequently.

This finding corroborates that of Broughton *et al.* (2013) which stated that literature widely accepts that accessing information on the social media offers a cost-effective alternative to more traditional ways of obtaining the same information. Furthermore, Broughton *et al.* (2013) reported that statistics have shown that traditional access to information costs an average of \$3,295 per month and are significantly more expensive than their social media counterparts at \$377 within the same period.

Table 1: Distribution of Socio-Economic Characteristics of the Respondents (n =251)

Variable	Benue State (n=148)		Nasarawa State (n=103)			Pooled sample (n=251)			
	Freq.	%	Mean	Freq.	%	Mean	Freq.	%	Mean
Age (years)			35.21			36.53			35.7
21- 40	114	77.0		1	1.0		184	73.3	
41 – 60	33	33.0		70	68.0		65	25.9	
> 60	1	7.0		32	31.1		2	0.8	
Sub-total (i)	148	100		103	100		251	100	
Sex									
Male	96	35.1		93	90.3		189	75.3	
Female	52	64.9		10	9.7		62	24.7	
Sub-total (ii)	148	100		103	100		251	100	
Major Occupation									
Farming	81	54.7		72	69.9		153	61.0	
Civil service	17	11.5		9	8.7		26	10.4	
Artisan	22	14.9		12	11.7		34	13.5	
Fish farming	3	2.0		2	1.9		5	2.0	
Petty trading	25	16.9		8	7.8		33	13.1	
Sub-total (iii)	148	100		103	100		251	100	
Level of education			13.32			12.26			12.89
Primary	8	5.4		10	9.7		18	7.2	
Secondary	57	38.5		63	61.2		120	47.8	
Tertiary	83	56.1		30	29.1		113	45.0	
Sub-total (iv)	148	100		103	100		251	100	
Cereal farm size (Ha)			1.62			2.94			2.1
≤ 1.00	46	31.1		7	6.8		53	21.1	

1.01-2.00	79	53.4	27	26.2	106	42.2
2.01-3.00	22	14.9	32	31.1	54	21.5
> 3.01	1	0.7	37	35.9	38	15.1
Sub-total (v)	148	100	103	100	251	100
Annual income from cereals (₦)			144,929.05		272,970.87	197,472.11
≤ 100,000.0	80	54.1	30	29.1	110	43.8
100,001-200,000.0	37	25.0	14	13.6	51	20.3
200,001-300,000.0	20	13.5	22	21.4	42	16.7
> 300,001.0	11	7.4	37	35.9	48	19.1
Sub-total (vi)	148	100	103	100	251	100
Non-cereal farm income (₦)			22,168.92		23,108.74	225,54.58
≤ 100,000.0	140	94.6	93	90.3	233	92.8
100,001-200,000.0	8	5.4	9	8.7	16	6.8
200,001-300,000.0	Nil	Nil	1	1.0	1	0.4
>300,000.0	Nil	Nil	Nil	Nil	Nil	Nil
Sub-total (vii)	148	100	103	100	251	100
Non-farm income (₦)			176,241.89		125,776.70	155,533.07
≤ 100,000.0	72	48.6	48	46.5	120	47.8
100,001-200,000.0	36	24.3	36	35.0	63	25.1
200,001-300,000.0	29	19.6	4	3.9	24	9.6
>300,000.0	11	7.4	15	14.6	44	17.5
Sub-total (viii)	148	100	103	100	251	100
Farming experience (years)			9.39		10.54	9.86
< 5	49	33.1	19	18.4	68	27.1
6-10	48	32.4	42	40.8	90	35.9
11-15	27	18.2	20	19.4	47	18.7
> 16	24	16.2	22	21.4	46	18.3
Sub-total (ix)	148	100	103	100	251	100
Membership of association						
Yes	101	68.2	78	75.7	179	71.3
No	47	47.8	25	24.3	72	28.7
Sub-total (x)	148	100	103	100	251	100
Cost of accessing social media (₦)			4,702.70		4,800.0	4,742.63
< 5,000.	91	61.5	68	66.0	159	63.3
5,001-10,000.0	56	37.8	32	31.1	88	35.1
10,001-15,000.0	1	0.7	2	1.9	3	1.2
> 15,001	Nil	Nil	1	1.0	1	0.4
Sub-total (xi)	148	100	103	100	251	100

Comparison of the Social Media Usage among the Respondents in Benue and Nasarawa States

There is no significant difference in the use of selected social media among the respondents in Benue and Nasarawa States. The hypothesis was subjected to STATA 15 statistical software. The results revealed that statistically (0.6662) there was no significant difference in the use of Facebook among the respondents in Benue and Nasarawa States. For Instagram, there was a

significant difference (0.0479) in its use among the respondents in Benue and Nasarawa States at 5%. Furthermore, the respondents in Benue State used it more those in Nasarawa State.

The results in Table 2 for WhatsApp depicted that there was a significant difference (0.0017) in its use among the respondents in Benue and Nasarawa States at 5%. The respondents in Benue State used it more than those in Nasarawa State. For YouTube, the results show that statistically (0.5274) there was no significant difference in its use among the respondents between Benue and Nasarawa States. However, the respondents in Nasarawa State used it more than those in Benue State.

This implies that there was a significant difference in the use of selected social media (Facebook, Instagram, WhatsApp and YouTube) among the respondents in Benue and Nasarawa States. The null hypothesis which states that there was no significant difference in the use of social media among the respondents in Benue and Nasarawa States is rejected.

The analysis for the use of Facebook among the respondents in between Benue and Nasarawa States is presented in Table 2. The results show that there was no significant difference statistically in use of Facebook among the respondents between Benue and Nasarawa States. However, respondents in Benue State used it more than those in Nasarawa State.

Facebook is one of the social media platforms that are mostly used by the respondents. It is widely used by people in the study area; the young and the old, males and females used it for different purposes. The finding is related to that of Anyanwu *et al.* (2013) who reported that Facebook ranked highest (89.2%) in the list of social media utilized by farmers.

Table 2: Comparison of the usage of Facebook among the Respondents in Benue and Nasarawa States (n =251)

Variable	N	Median	Wald	Sig.
Facebook				
Benue State	148	4	18497.5	0.6662
Nasarawa State	103	4		
Total	251			

Point estimate for ETA1-ETA2 = 0.000.

The analysis for the use of Instagram between Benue and Nasarawa States show that there was significant difference in its use among the respondents in Benue and Nasarawa States at 10%. The respondents in Benue State used it more than those in Nasarawa State.

The use of Instagram is associated with pictures which is good for farmers. Different pictures like breeds of animals, variety of crops among others can be sent from one farmer to another and from scientists to agricultural extension workers. Similarly, pictures of farm inputs can also be sent from input dealers to farmers and vice versa. The finding contradicts that of Ajayi (2015) that Facebook, Yahoo, WhatsApp and Nairaland are the farmers’ top preferred social media platforms used in Nigeria.

In countries like India and Zimbabwe indigenous social media sites are created and used for dissemination of agricultural information to farmers, Instagram is mostly used for messages that have to do with pictorials. This means farmers in the study area can be reached through Instagram.

Table 3: Comparison of the usage of Instagram among the Respondents in Benue and Nasarawa States (n =251)

Variable	N	Median	Wald	Sig.
Instagram				
Benue State	148	1	19298*	0.0479
Nasarawa State	103	1		
Total	251			

Point estimate for ETA1-ETA2 = 0.000.

* = significant at 10%.

Conclusion and Recommendations

The importance of communication in life cannot be overemphasized, in agriculture, extension services use different means of communication to reach farmers at different times and destinations. The advent of social media has broken the barriers which were experienced in time past, social media has reduced the drudgery that was associated with dissemination of information in the past especially between extension agents and farmers. Social media has made it possible for farmers to access information within their rooms, reduce cost of accessing agricultural information, made available information inform of pictures, videos and voice among others. Farmers in the study area used social media like Facebook, Instagram, WhatsApp and YouTube to access information, however, farmers in Benue State used social media more than their counterparts in Nasarawa State. It is recommended that electricity companies should provide steady supply of electricity and communication companies should provide steady internet connections at all times.

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